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## **Leadership Style at Amazon**

Amazon's organization has core values and principles which the top leaders agreed on. The core values are customer obsession, the bias for action, frugality, ownership as well as a high bar for talent (Harry, 2019). Later on, innovation got added as another core value. The leadership style applied in the organization aligns with the core values and principles that must be adhered to by the organization's employees. The company CEO is an autocratic leader for he has a high degree of control and often makes the best decision. The authoritarian leadership style practiced in the organization is significant in keeping tight control over group decisions and activities undertaken (Harry, 2019). However, the leadership style often involves a lot of criticism of employees' performance, thus discouraging them.

Apart from autocratic leadership witnessed in the organization, there is evidence of servant leadership styles applied. For instance, listening, empathy, awareness, foresight, and conceptualization (Harry, 2019). In this context, the company leaders often listen to both employees' and customer grievances, which are among a servant leader's traits. Additionally, being curious about the happenings, diving deep, and earning trust from both employees and customers are servant leaders' efforts. Given that Amazon Company not being extremely good at serving customers, it is not part of conscious capitalism. Hence, there is no specific type of capitalism in the organization. The reason for not practicing conscious capitalism is that it symbolizes greed, selfishness, and exploitation against company core values and principles.

The autocratic leadership style employed at Amazon Company is likely to reduce the employees' growth and development. The leadership style is full of criticism based on the employees' performance. Employees often require motivation and encouragement, which enable them to improve on their performance, which is contrary to the leadership style practiced in the

organization. Therefore, the leadership style does not influence employees' development needs and growth.

### **Reference**

Harry, M. (2019). These are Amazon's 38 rules for Success.

<https://www.fastcompany.com/90334069/these-are-amazons-38-rules-for-success>

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